

Appln No.: 10/608,895 Page 1 of 4
Applicant(s): Thomas Witting
PREDICTING MARKETING CAMPAIGNS USING CUSTOMERSPECIFIC RESPONSE PROBABILITIES AND RESPONSE

VALUES

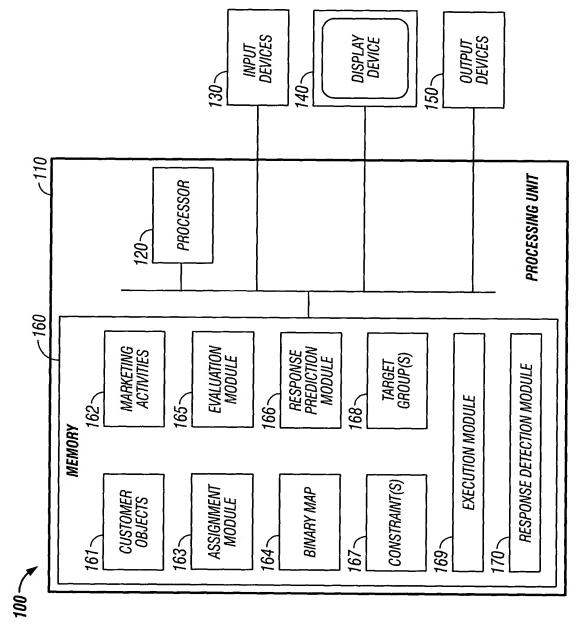
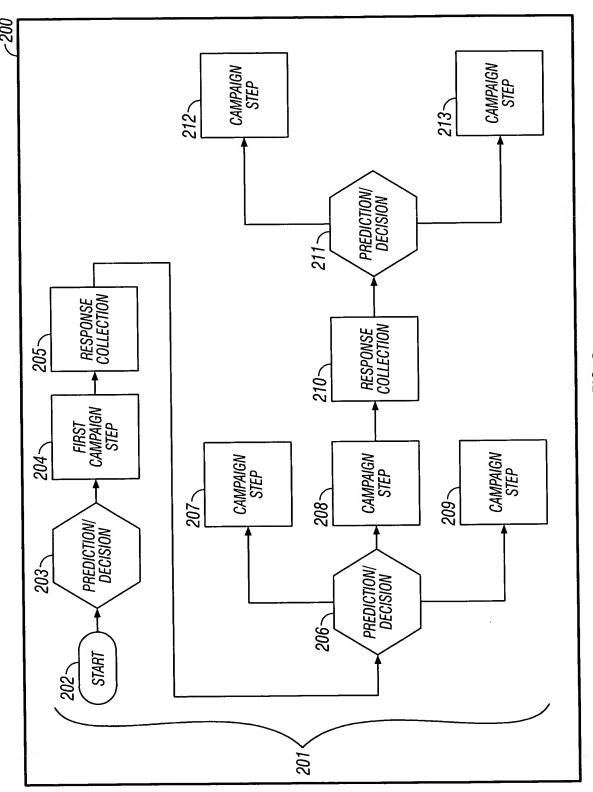


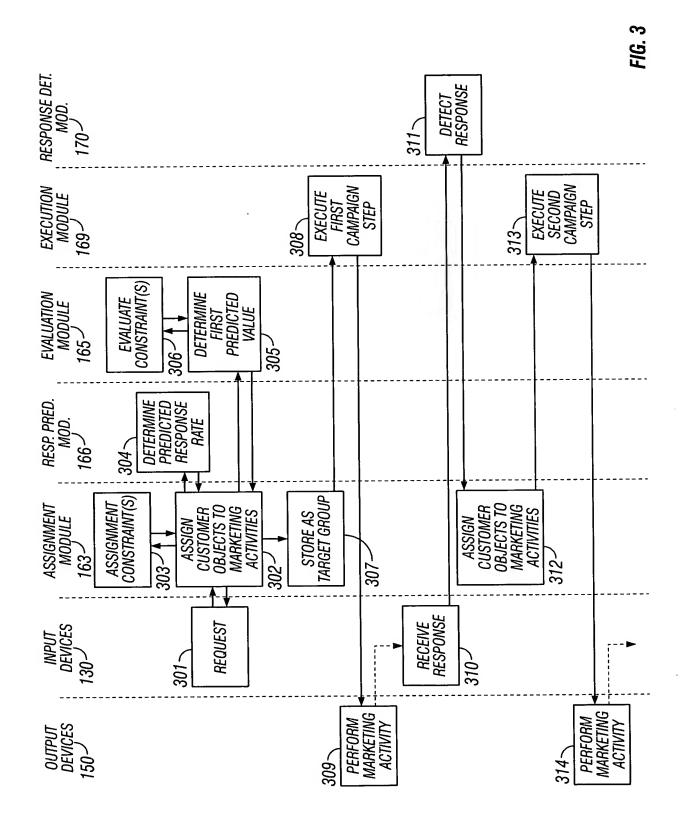
FIG. 1

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